What is claimed is:

1   1.   A method of presenting advertising to viewers in a computer network

2   environment, the method comprising:

3   monitoring a viewer's interactions with an associated computer system; and

4   adjusting a timing of displayed advertisements on the viewer's associated computer

5   system based on one or more of the viewer's monitored interactions.

1   2.   The method of claim 1, wherein adjusting the timing comprises adjusting an

2   ad expiration tuning parameter configured to set the quantity of time for which an

3   advertisement is available for display.

1   3.   The method of claim 1, wherein adjusting the timing comprises adjusting a

2   maximum display count configured to set a maximum number of times an advertisement may

3   be displayed to a user viewing a batch of ads.

1   4.   The method of claim 1, wherein adjusting the timing comprises adjusting a

2   minimum display time configured to set a minimum amount of time that an advertisement

3   may be displayed before another advertisement is displayed.

1   5.   The method of claim 1, wherein adjusting the timing comprises adjusting an

2   idle delay configured to cause a delay from the time a user has gone idle before a first

3   advertisement is replaced with another advertisement.

1   6.   The method of claim 1, wherein adjusting the timing comprises adjusting an

2   active delay configured to cause a delay from the time a user goes active before displaying

3   another advertisement.

1   7.   The method of claim 1, wherein adjusting the timing comprises adjusting an

2   idle (no spin) parameter configured to stop the display of a first advertisement from being

3   replaced with the display of another advertisement after a user goes idle.

1   8.   The method of claim 1, wherein monitoring a viewer's interactions with an

2   associated computer system comprises monitoring a use of a computer mouse.

1   9.   The method of claim 1, wherein monitoring a viewer's interactions with an

2   associated computer system comprises monitoring a use of a computer keyboard.

1   10.   The method of claim 1, wherein monitoring a viewer's interactions with an

2   associated computer system comprises monitoring an auditory signal.

1   11.   The method of claim 10, wherein the auditory signal is the viewer's voice.

1   12.   The method of claim 1, wherein monitoring a viewer's interactions with an

2   associated computer system comprises monitoring a maximization and a minimization status

3   of a screen displaying advertising.

1   13.   The method of claim 1, wherein monitoring a viewer's interactions with an

2   associated computer system comprises monitoring a viewer's use of a device that sends an

3   input, or causes an input to be sent, to the associated computer system.

1   14.   The method of claim 1, wherein the timing of displayed advertisements on a

2   screen displaying advertising is configured to not switch between advertisements if the

3   screen displaying advertisements is minimized or occluded.

1   15.   A system for of presenting advertising to viewers in a computer network

2   environment, the system comprising:

3   software programmed to monitor a viewer's interactions with an associated computer

4   system; and

5   software to adjust a timing of displayed advertisements on the viewer's associated

6   computer system based on one or more of the viewer's monitored interactions.

1   16.   The system of claim 15, wherein the software is configured to adjust an ad

2   expiration tuning parameter that sets the quantity of time for which an advertisement is

3   available for display.

1   17.   The system of claim 15, wherein the software is configured to adjust a

2   maximum display count that sets a maximum number of times an advertisement may be

3   displayed to any individual user viewing a batch of advertisements.

1   18.   The system of claim 15, wherein the software is configured to adjust a

2   minimum display time that sets a minimum amount of time that an advertisement may be

3   displayed before another advertisement is displayed.

1   19.   The system of claim 15, wherein the software is configured to adjust an idle

2   delay that causes a delay from the time a user has gone idle before a first advertisement is

3   replaced with another advertisement.

1   20.   The system of claim 15, wherein the software is configured to adjust an active

2   delay that causes a delay from the time a user goes active before displaying another

3   advertisement.

1   21.   The system of claim 15, wherein the software is configured to adjust an idle

2   (no spin) parameter that stops the display of a first advertisement from being replaced with

3   the display of another advertisement after a user goes idle.

1   22.   The system of claim 15, wherein the software is configured to monitor a

2   viewer's interactions with an associated computer system by monitoring a use of a computer

3   mouse.

1   23.   The system of claim 15, wherein the software is configured to monitor a

2   viewer's interactions with an associated computer system by monitoring a use of a computer

3   keyboard.

1   24.   The system of claim 15, wherein the software is configured to monitor a

2   viewer's interactions with an associated computer system by monitoring a maximization and

3   a minimization status of a screen displaying advertising.

1   25.   The system of claim 15, wherein the software is configured to monitor a

2   viewer's interactions with an associated computer system by monitoring a viewer's use of a

3   device that sends an input, or causes an input to be sent, to the associated computer system.

1   26.   The system of claim 15, wherein the software is configured to monitor a

2   viewer's auditory interactions with an associated computer system by monitoring auditory

3   signals.

1   27.   The system of claim 26, wherein the auditory signal is the viewer's voice.

1   28.   The system of claim 15, wherein the timing of displayed advertisements on a

2   screen displaying advertising is configured to not switch between advertisements if the

3   screen displaying advertisements is minimized or occluded.

1   29.   A method for displaying advertisements in a computer network environment,

2   the method comprising:

3   providing advertisements;

4   providing one or more tuning parameters configured to cause a display of a first

5   advertisement to be changed to a display of another advertisement; and

6   downloading the advertisements and tuning parameters to a viewer's computer.

1   30.   The method of claim 29, wherein the tuning parameters include an ad

2   expiration parameter configured to set the quantity of time for which an advertisement is

3   displayed.

1   31.   The method of claim 29, wherein the tuning parameters include a maximum

2   display count configured to set a maximum number of times an advertisement may be

3   displayed.

1   32.   The method of claim 29, wherein the tuning parameters include a minimum

2   display time configured to set a minimum amount of time that an advertisement may be

3   displayed.

1   33.   The method of claim 29, wherein the tuning parameters include an idle delay

2   configured to cause a delay from the time the viewer's computer has gone idle before the first

3   advertisement is replaced with the second advertisement.

1   34.   The method of claim 29, wherein the tuning parameters include an active

2   delay configured to cause a delay from the time the viewer's computer goes active before

3   displaying a banner advertisement.

1   35.   The method of claim 29, wherein the tuning parameters include an idle (no

2   spin) parameter configured to stop the display of the first advertisement from being replaced

3   with the display of the second advertisement after the viewer's computer goes idle.

1   36.   The method of claim 29, wherein advertisements are displayed on an instant

2   messaging client.

1   37.   The method of claim 29, wherein advertisements are displayed on an Internet

2   browser.

1   38.   The method of claim 29, wherein the tuning parameters are configured to

2   change between the display of the first advertisement and the display of another

3   advertisement based on the viewer's activity with respect to the viewer's computer.

1   39.   The method of claim 29, further comprising:

2   storing click-through information for the advertisements; and

3   sending the click-through information to a host computer.

1   40.   The method of claim 39, further comprising:

2   varying the tuning parameters downloaded to the viewer's computer; and

3   utilizing a correlation technique to determine a correlation between the tuning

4   parameters and the click-through rate.

1   41.   The method of claim 40, further comprising setting another set of tuning

2   parameters based on the correlation between the first tuning parameters and the click-through

3   rate.

1   42.   A computer-based system for displaying advertisements in a computer

2   network environment, the system comprising:

3   software configured to provide advertisements;

4   software configured to provide one or more tuning parameters that cause a display of

5   a first advertisement to be changed to a display of another advertisement; and

6   software to download the advertisements and tuning parameters to a viewer's

7   computer.

1   43.   The computer-based system of claim 42, wherein the tuning parameters

2   include an ad expiration parameter that sets the quantity of time for which an advertisement

3   is available for display.

1   44.   The computer-based system of claim 42, wherein the tuning parameters

2   include a maximum display count that sets a maximum number of times an advertisement

3   may be displayed to any individual user viewing a batch of advertisements.

1   45.   The computer-based system of claim 42, wherein the tuning parameters

2   include a minimum display time that sets a minimum amount of time that an advertisement

3   may be displayed before another advertisement is displayed.

1   46.   The computer-based system of claim 42, wherein the tuning parameters

2   include an idle delay that causes a delay from the time a user has gone idle before a first

3   advertisement is replaced with another advertisement.

1   47.   The computer-based system of claim 42, wherein the tuning parameters

2   include an active delay that causes a delay from the time a user goes active before displaying

3   another advertisement.

1   48.   The computer-based system of claim 42, wherein the tuning parameters

2   include an idle (no spin) parameter that stops the display of a first advertisement from being

3   replaced with the display of another advertisement after a user goes idle.

1   49.   The computer-based system of claim 42, wherein advertisements are

2   displayed on an instant messaging client.

1   50.   The computer-based system of claim 42, wherein advertisements are

2   displayed on an Internet browser.

1   51.   The computer-based system of claim 42, wherein the tuning parameters are

2   configured to change between the display of the first advertisement and the display of

3   another advertisement based on the viewer's activity with respect to the viewer's computer.

1   52.   The computer-based system of claim 42, further comprising:

2   software configured to store click-through information for the advertisements; and

3   software configured to send the click-through information to a host computer.

1   53.   The computer-based system of claim 52, further comprising:

2   software configured to vary the tuning parameters downloaded to the viewer's

3   computer; and

4   software configured to utilize a correlation technique to determine a correlation

5   between the tuning parameters and the click-through rate.

1   54.   The computer-based system of claim 53, further comprising software

2   configured to set another set of tuning parameters based on the correlation between the first

3   tuning parameters and the click-through rate.

1   55.   A method of optimizing a click-through rate of a user viewing content in a

2   computer network environment, the method comprising:

3   providing advertisements;

4   providing a set of tuning parameters configured to cause a display of a first

5   advertisement on a user's computer to be changed to a display of another advertisement on

6   the user's computer based on the user's activity with respect to the user's computer;

7   downloading the advertisements and tuning parameters to the user's computer;

8   storing click-through information for the advertisements; and

9   sending the click-through information to a host computer.

1   56.   The method of claim 55, further comprising:

2   varying the tuning parameters downloaded to the user's computer; and

3   utilizing a correlation technique to determine a correlation between the tuning

4   parameters downloaded to the user's computer and the click-through rate of the user.

1   57.   The method of claim 56, further comprising setting another set of tuning

2   parameters based on the correlation between the tuning parameters and the user's click-

3   through rate.

1   58.   A system for timing the display of advertisements on a web page, the system

2   comprising:

3   a host computer;

4   a set of at least a first advertisement and a second advertisement;

5   a set of tuning parameters stored on the host computer, configured to cause a display

6   of the first advertisement to be changed to a display of the second advertisement, and

7   downloadable to a user computer; and

8   a software program stored on the host computer and including the set of tuning

9   parameters.

1   59.   The system of claim 58, wherein the web page is an instant messaging client.

1   60.   The system of claim 58, wherein the web page is an Internet browser.

1   61.   The system of claim 58, wherein the set of tuning parameters are configured

2   to change between the display of the first advertisement and the display of the second

3   advertisement based on a user's activity with respect to the user computer.

1   62.   The system of claim 58, wherein the software stores click-through information

2   for the first advertisement and the second advertisement and sends the click-through

3   information to the host computer.

1   63.   The system of claim 62, wherein the tuning parameters are configured to be

2   varied, analyzed to provide a correlation between the tuning parameters and the click-through

3   rate, and modified to provide a second set of tuning parameters.